

ABSTRACT

The present invention provides a dosing and dispensing system, comprising a liquid detergent composition and a dosing and dispensing device, wherein the liquid detergent composition is a non-Newtonian fluid having zero-shear viscosity of at least 10,000 mPa.s and a viscosity under a shear field of 10 s^{-1} of at most 5000 mPa.s. The device comprises a hollow body containing the liquid detergent composition and dispensing means comprising a freely rotatable ball for spreading at least a portion of the liquid detergent composition onto fabrics. This system which is suitable for both pretreatment of fabrics and use in the main wash, allows for a simple, safe and leak-free operation.